

Burnett County Farmers' Market (BCFM)

2011

Policies, Roles, and Responsibilities **(The Rules)**

Market Manager

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**Burnett County Farmers' Market (BCFM)
Policies, Roles and Responsibilities**

Updated: 3/29/2011

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1) 2011 BCFM Officers

Market Manager (MM)

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Assistant Market Manager (AMM)

Joan Jendro (715) 653-4242
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2) Mission/Purpose

The Burnett County Farmers' Market (BCFM) is a community organization of local producers that provides consumers the opportunity to purchase quality grown and handcrafted items at locations within Burnett County, Wisconsin.

BCFM is a licensed FMNP-WIC farmers' market enabling authorized vendors to accept WIC vouchers.

3) Market Locations

The BCFM has three market locations:

- a) **Siren** – located in the parking lot of the Siren Senior Center, 23943 Highway 35, Siren. This location is south of the intersection of highways 35 and 70 in Siren, Wisconsin.
- b) **Grantsburg** – located in the parking lot of the Grantsburg Village Offices and Library, 316 South Brad Street. This location is on the grassy open space south of the village shop in Grantsburg, Wisconsin.
- c) **Alpha** – located in the parking lot of the Burnett Dairy Coop, 11679 Wisconsin Highway 70, Grantsburg, Wisconsin 54840. This location is in Alpha, Wisconsin.

4) Market Dates and Times

Siren

May 21, 2011 – October 29, 2011
Saturdays from 1:00 pm – 3:00 pm

Grantsburg

June 20, 2011 – October 24, 2011
Mondays from 12:00 PM – 2:00 pm
It is noted that some vendors may choose to begin their market at a later date

Alpha

June 23, 2011 – October 20, 2011
Thursdays from 3:00 pm – 5:00 pm

5) Vendor Setup and Market Start Times

Siren and Grantsburg: Vendors may arrive at the market location at any time they desire; however, setup may not begin before one half hour before the official market start time. Setup includes, but is not limited to, activities such as the removal from the vendor's vehicle(s) of any products, tables, tents, signs or anything else that will be sold or used to sell by the vendor. The markets will not start before the posted start time.

Alpha: Vendors may arrive at the market location no sooner than 15 minutes before market opening time but may begin selling immediately if customer traffic warrants it.

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6) Who May Sell

It is the intention of the BCFM to support local products that are **handmade** or **homegrown by the vendor**. A "vendor" is a person selling the product and is intended to be the person producing the product, an immediate family member of the producer, or an employee of the producer. A qualified vendor must grow their produce or produce their products in Burnett County or within 25 miles of Siren, Wisconsin.

7) What May and May Not Be Sold

a) Yes – Produce, Plants and Other Foods

Quality grown products are welcome at the market. These include but are not limited to fresh produce, fruits, flowers, plants, honey, and maple syrup. Meat, eggs, baked goods, and processed items must be produced, packaged, and marketed in accordance with the state and federal regulations. Compliance is the responsibility of the vendor.

b) Yes – Crafts

The BCFM welcomes the participation of craft vendors. Acceptable craft items must be made by the vendor and be of original design. Items made from locally sourced materials are encouraged. The number of craft vendors and the type of craft are admitted at the discretion of the BCFM steering committee.

****Note****: All Crafters who will be selling products at the Siren BCFM must pay an additional one-time \$5.00 annual fee. The crafter will then be included under the BCFM umbrella crafters license for Siren. This charge is in addition to the BCFM vendor membership fee. The other market locations do not require a craft vendor license.

c) No – Reselling

No resale items or rummage is allowed – new or used. Exceptions to the no reselling policy of produce will be considered by the BCFM steering committee on a case-by-case basis, so long as they do not compete with other vendors selling similar, locally produced items.

8) Vendor Membership Categories and Fees

The BCFM is an informal group that welcomes all qualified vendors to participate. To sell at the market all vendors must have a signed registration form and pay their fees. Pre-registration and early fee payment are encouraged and rewarded; however, vendors may register on-site. Registration forms are available from the MM and the AMM. If the market managers are not at the market, the AM may collect the fees from a new vendor and provide them with a receipt.

	Date of Fee Payment	Fee
Season Vendor	Before first Market Day	\$40.00
Season Vendor	After first Market Day, but before July 1	\$50.00
Season Vendor	After July 1	\$75.00
Daily Vendor		\$20.00
Crafter License for Village of Siren		\$5.00

a) Crafters

The sale of crafts is allowed at the Farmers' Markets; however, the Village of Siren requires a crafter's license. The BCFM has entered into an agreement with the Village of Siren to pay an annual fee for the entire market. To cover that annual cost, an extra \$5.00 crafters fee will be charged to vendors who sell crafts at the Siren market. There is no crafter's fee associated with the other market locations.

b) Daily Vendor

The Daily Vendor fee is \$20.00 for a single day or any part thereof. The fee must be paid to the MM prior to set up for the day. Daily vendors will be allowed at the discretion of the MM.

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c) Season Vendor

The Season Vendor fee is on a graduated scale:

Any previously paid Daily Vendor fees do not apply to a Season Vendor fee. The payment of the Season Vendor fee will allow a vendor to sell at any and all listed Burnett County Farmers' Markets. The MM may disallow a Daily Vendor if that vendor is only selling one or two items and those items are already being sold by Season Vendors.

****Note****: due to space limitations, we have agreed with the Burnett Dairy Co-op that we will not have more than 8 simultaneous vendors at the Alpha market.

a) Early Registration

Early registration is encouraged and a discount will be applied to all Season Vendor fees received by the MM **before** the first market day for the season. [*See table above.*]

a) Daily Vendor Benefits

- Ability to sell at that market for that day
- Invitation to BCFM meetings but without voting rights

d) Season Vendor Benefits

- Ability to sell at any and all Burnett County Farmers' Markets
- All market dates, after Season Vendor fees are paid, are considered paid
- Invitation to, and voting rights at, BCFM meetings. One vote per paid season membership, not to exceed 3.

9) Market Spaces

Each vendor will be allowed up to two parking spaces when available. A need for additional space must be coordinated with the BCFM MM.

a) Season Vendors

Paid-up Season Vendors will be allowed to choose a reserved vendor space. Selection can be made at the time season payment is made and will be on a first come, first served basis. Season Vendors will be provided a list of allocated spaces and will self-police use of reserved spaces.

b) Daily Vendors

Daily Vendors will be assigned any unreserved spaces on a first come, first served basis. The MM will resolve any space conflicts.

10) Vendor Responsibilities

1. Bring fresh, quality products to the market
2. Set-up, clean-up, and safe operation of their space
3. Vendors are responsible for their own personal and product liability insurance
4. Each vendor is encouraged to display a sign identifying the vendor by name and the location of their farm/business
5. Competitive pricing is encouraged; however, pricing is at the discretion of the vendor
6. Abide by BCFM rules and the laws of the Village of Siren
7. Help foster an orderly, friendly, cooperative market atmosphere
8. If you are an authorized WIC vendor, your WIC ID must be displayed to accept vouchers

11) Violations

Violations of any of The Rules may result in a vendor being barred from further participation in the market without refund of any unused vendor fees.

12) Grievances and Concerns

Grievances or concerns should be given to the MM. They should be put in writing and include a clear and specific description of the situation. The BCFM Steering Committee will resolve all grievances and violations of the market rules. The MM will communicate the results to all involved parties.

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13) BCFM Organizational Structure

The following organizational structure supports all markets in BCFM. The MM and AMM are each considered a BCFM Officer. All BCFM Officers receive free BCFM Season Vendor memberships as compensation for their time and labor.

a) Market Manager (MM)

The MM term of office is one year, from spring election to spring election. The new MM is elected at the annual BCFM Spring Meeting and assumes that role immediately following the election.

MM Responsibilities:

1. Maintain BCFM vendor profile information
2. Manage the BCFM budget
3. Manage the BCFM market on market day, to include:
 - a) Collection of market fees
 - b) Assignment of market spaces
 - c) Resolution of vendor issues and complaints
 - d) Enforcement of these rules
4. Provide communication to Season Vendors regarding BCFM business
5. Market the BCFM
6. Administer any required local, county, state, or federal paperwork
7. Administer any necessary relations with village administrators or property owners
8. Schedule and facilitate the spring and fall BCFM meetings and any other BCFM meetings that may be required
9. Coordinate the purchase and maintenance of BCFM property
10. Coordinate the storage of BCFM property during the off season

b) Assistant Market Manager (AMM)

The AMM term of office is one year, from spring election to spring election. The new AMM is elected at the annual BCFM Spring Meeting and assumes that role immediately following the election.

AMM Responsibilities:

1. Assume the duties of the MM if necessary
2. Work closely with the MM
3. Responsible for duties as assigned

c) Acting Manager (AM)

Occasionally the MM or the AMM will not be able to attend a market on market day. The MM will appoint an AM to govern the market for that day.

AM Responsibilities:

1. Undertake MM responsibilities to include:
 - a) Collection of market fees
 - b) Assignment of market spaces
 - c) Resolution of vendor issues and complaints
 - d) Enforcement of the Rules

d) BCFM Season Vendors

Individuals become active BCFM Season Vendors upon the payment of their Season Vendor fee. Season Vendor membership is good from time of payment until the day after the following Spring Organizational Meeting. Season Vendors have the right to attend and vote at any and all BCFM meetings held during the term of their active Season Vendor membership.

e) Steering Committee

The Steering Committee is an ad-hoc committee that meets as determined by circumstances. The committee will consist of the BCFM officers and no less than two other active Season Vendors. Meeting dates, times, and locations will be communicated by the MM. The primary reasons for a steering committee meeting will be conflict resolution or policy change.

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14) Caveats

1. The BCFM reserves the right to prohibit anyone from selling at the market
2. The BCFM reserves the right to prohibit any product from being sold
3. The BCFM reserves the right to make exceptions to these rules at its discretion
4. The BCFM, Siren Senior Center, Burnett Dairy Coop, Village of Siren, and/or Village of Grantsburg are not responsible for any loss or damage incurred by the vendors

15) Miscellaneous

1. All vendors shall receive a copy of the BCFM 2011 Policies, Roles, and Responsibilities (The Rules).
2. No pets at the market, except those approved by the MM
3. Vendors are asked not to smoke or consume alcohol in the vicinity of the market

16) Meetings

The BCFM will hold two annual meetings. Decisions may be made at both meetings with proper notice and the agenda having been provided.

1. **Spring Organizational Meeting – early to mid March**
 - a) Annual Report
 - b) Election of Officers
 - c) Market planning for the new season
2. **Fall Wrap-up Meeting – early November**
 - a) Budget and inventory reviews
 - b) Market wrap-up: what went well and what needs improvement

That's all folks. Have a great season!

2011 Burnett County Farmers' Market Vendor Registration Form

Grower [] Crafter []

NOTE: All vendors who will be selling craft items must pay an additional \$5.00 fee to sell their items at the Farmers' Market in Siren. No additional fee is required for Grantsburg.

Fees: (check all that apply)

- | | |
|--|---------|
| <input type="checkbox"/> Season Vendor (before July1) | \$50.00 |
| <input type="checkbox"/> Season Vendor (after June 30) | \$75.00 |
| <input type="checkbox"/> Daily Vendor | \$20.00 |
| <input type="checkbox"/> Crafter license for Siren | \$5.00 |

I have read and fully understand the 2011 Burnett County Farmers' Market (BCFM) Policies, Roles and Responsibilities (The Rules) and hereby agree to abide by them in order to participate in the BCFM. I, the undersigned, understand that any violation of the Rules may result in being barred from further participation and forfeiture of paid fees. I further agree to indemnify and hold harmless the BCFM, the Village of Siren, the Village of Grantsburg, the BCFM officers, the BCFM Steering Committee, the Burnett Dairy Coop, and the Siren Senior Center from any and all damages or injuries that may occur from any cause whatsoever as a consequence of my participation in the BCFM.

Items you plan to sell: _____

Approximate date your market season will start: _____

Names of all planned participants: _____

Owner Signature: _____ Date: _____

Farm Name: _____

Farm Address: _____

Phone: _____

Email: _____